

Sample Press Release

2010 Breastfeeding Awareness Month News Release

Contact: (name)
(Phone or fax)

For Immediate Release

Date:

Breastfeeding Support Encouraged

As a mother prepares for the birth of her child, she must make many, important health decisions, including how she will feed her baby. A recent study published in the April 5, 2010 online journal, *Pediatrics*. It concluded that if most new mothers in the US would breastfeed their babies for the first six months of life, it would save nearly 1,000 lives and 13 billion dollars each year.

For most mothers, the feeding decision is not made just once, but many times, as mothers face challenges and barriers to exclusive and continued breastfeeding, including the lack of support in the workplace. At least 58% of women who are employed when they become pregnant return to the labor force by the time their child is three months old. Women who wish to continue breastfeeding after returning to work have relatively few and simple needs; availability of dependable efficient breast pumps; a convenient, safe, private and comfortable location at the worksite; and the opportunity to pump two or three times during the work day.

With the recent passage of Health Care Reform legislation and introduction of the U.S. Department of Health & Human Services' *Business Case for Breastfeeding* toolkit, the Federal government is increasing efforts for improving worksite lactation support. More information on these initiatives is available from the United States Breastfeeding Committee website, <http://www.usbreastfeeding.org>.

During the month of August, breastfeeding awareness and support is highlighted in communities throughout Michigan. (Name of local agency) is planning to celebrate (date, event, time, and location).

Anyone seeking information on breastfeeding or seeking help with workplace lactation support is encouraged to contact (local spokesperson or agency).